



impossible²Possible

2008

annual report

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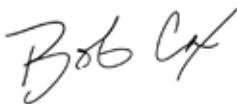
a message from the board chair

impossible2Possible was

founded on the belief that the only limitations we face are those we place upon ourselves. Our vision is to foster a world of achievers that believe in their hearts that absolutely nothing is out of the realm of possibility. Through hard work and dedication, we strive to make positive change with social and environmental issues at home and abroad.

Over the course of our first year we delivered the i2P message to tens of thousands of youth around the globe, and, on a much broader scale, the record breaking i2P South Pole Quest received over a Billion media impressions world wide. This world record expedition was integrated with the i2P Educational Resource program - a series of modules dealing with historical, cultural and scientific issues that were utilized by thousands of students in Canada and the United States. The cornerstone of i2P in action is our "Extraordinary Acts" program, and already young people across North America are taking responsibility and getting behind issues that make a difference. As I write this, Youth Ambassadors are cleaning up local forests, raising money for clean drinking wells across Africa, raising money for health clinics in Kenya, and pushing for legislation to keep Antarctica pristine.

The annual report that follows is a snapshot of our incredible inaugural year, and in no way can fully capture the monumental support we received from our volunteers, ambassadors, youth ambassadors, sponsors, donors, and board members. They were all essential factors in our success, and I'd like to thank each and every one of them for their incredible contributions. Moving forward, we are striving to implement more youth programs in more locations throughout North America. Through your support we will continue to educate, inspire, and empower an entire generation of youth to get involved and make positive change.



Bob Cox
Executive Director



about us

The mission of impossible2Possible

(i2P) is to enable youth to reach beyond their perceived limits, and to use adventure as a medium to **educate**, **inspire** and **empower** our global community to make positive change in the world.

Vision: The vision of impossible2Possible (i2P) is to use adventure to cultivate a generation of leaders, whose direct experiences and education will prepare them to lead social and environmental action all across the world. i2P hosts high-profile adventures in environmentally and socially sensitive regions, and makes use of television, film, the internet and other new media to raise awareness and pioneer positive actions from young people.



Educational Resources

To use speaking engagements, interactive media, seminars, workshops, and training to **educate** leaders of tomorrow about global environmental and social challenges & their potential for action.

Youth Inspiration

To use adventure, Youth Expeditions, Youth Leadership Camps, and interactivity to **inspire** agents of change to reach beyond their perceived limitations.

Extraordinary Acts

i2P provides the platform, resources, and spirit to **empower** youth to launch social and environmental action, to raise awareness and/or funds for initiatives/organizations that are making a difference and be capable of 'Extraordinary Acts'.

MISSION

'to enable youth to reach beyond their perceived limits, and to use adventure as a medium to **educate**, **inspire** and **empower** our global community to make positive change to the world around them'.

GOALS

INSPIRE

EDUCATE

EMPOWER

the i2P team

Bob Cox - i2P Executive Director.

Co-founder of i2P. B.A in Political Science, Public Policy. Former potable and recycled water administrator.

Ray Zahab - i2P Founder & Expeditions Director.

Adventurer & world record holder. Athletic Ambassador/ Board Member - ONEXONE, Board Member for Ryan's Well Foundation.

Dr. Ewan Affleck - Science & Education Coordinator.

Medical Director of the Yellowknife Health and Social Services Authority and Clinical Director of the NWT e-Health Initiative. A graduate of the McGill School of Medicine.

Kevin Vallely - i2P Expedition Runner, Advisor.

World-class explorer. Current world record holder.

Richard Weber - Polar Logistics Director, Advisor.

Operations Director of Arctic Watch - the northernmost lodge in the world.

Will Laughlin - Social Network Advisor.

V.P. of Business Development for Vive, Inc.

Kevin Lin - i2P Asia Coordinator.

Graduate of National Chung Cheng University, receiving his major from the Graduate Institute of Sport and Leisure Education.

Anton Stranc - i2P Logistical Director.

Director of Information Technology.

Jen Segger - Extraordinary Acts Coordinator.

Personal Trainer, Professional Adventure Racer, Ultramarathon Runner.

Peter Thum - i2P Advisor.

Entrepreneur, Founder of Ethos™ Water, and Giving Water.

James Moll - Film Maker, Advisor.

Emmy & Oscar winning film maker.

John Zahab - i2P Youth Fitness Advisor.

Certified Strength and Conditioning Specialist through the National Strength and Conditioning Association and a Certified Personal Trainer.

Irena Mihova - i2P Film Producer.

Founder and CEO of i'm creative.

Dr. Emma J. Stodel - i2P Sports Advisor.

BA in Psychology, M.Sc in Sports Psychology, and a Ph.D in Educational Psychology.

Nick Gravel - Web Presence & Logistics.

Sales, Marketing & Internet Communications specialist.

Dr. Brian J. Brabak - i2P Advisor.

Clinical Associate Professor of Rehabilitation, Orthopedics and Sports Medicine at the University of Washington and Seattle Children's Hospital.

Michael Kenney - i2P Arctic Logistics Consultant.

Graduate, St. Francis Xavier University in Antigonish, NS.

Tim Barber - Public Relations Advisor.

Public & media relations consultant, Principle - Bluesky Strategy Group.

Todd Shannon- Marketing/Communications Advisor.

B.com - Marketing. Design, branding & marketing expert.



board of directors

Bob Cox - Treasurer

Bob has been in athletics all of his life, and recently found his stride in endurance endeavors such as the Canada OneXOne, the Oceanside 70.3 Triathlon, multiple 50k's, and a top ten finish at the San Francisco 24hr footrace. His passion for our fragile planet was formed from spending much of his youth surfing in the Pacific Ocean. In 2007, Bob met Ray at a LIVESTRONG event in Texas and from that day forward the two men have dedicated their lives to the message and ideals of i2P.



Kathy Adams - Secretary

Kathy combines her career as an environmental advisor and a fondness for ultra distance running to constantly learn and push herself past her perceived limits, and is passionate in her goals of helping to find solutions for many of the social issues affecting young people at home and abroad. Through ultra running she discovered an inner drive to set far-reaching goals and a dedication to pursue them to completion. During Ray's crossing of the Sahara she ran 160 kilometers with the team in some of the harshest conditions of the expedition. Kathy volunteers her time as a board member of the Ryan's Well Foundation and she hopes to pass on a legacy of learning and giving to her daughter Mia Sahara.



Ray Zahab - President

Ray has won numerous international ultra marathons of distances from 100 to over 200 miles in length in some of the harshest conditions on the globe. Recently he has run the entire width of the Sahara Desert - 4500 miles in 111 days with no rest days - and was a subject of the documentary film 'Running the Sahara', which was produced and narrated by Matt Damon. Also a member of the record setting South Pole Quest team, Ray is a well established speaker who uses his athletic career to support philanthropic causes. Ray is the official Athletic Ambassador for the ONEXONE organization and is a board member of the Ryan's Well Foundation.





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i2P staff, advisors, ambassadors and volunteers all over the world helping us spread the message.

Limitations are
90% mental...

...and the other 10%
is in your head.

- Ray Zahab



our programs

i

mpossible2Possible's mission and

message come to life with our interactive youth programs. We designed all of the youth programs around the concept of experiential learning. When young people are involved with their surroundings and inspired to make positive change the entire global community benefits. We provide this inspiration and education to the next generation by way of youth adventures, educational resource programs, elite expeditions with two-way communication from the classroom to the team, speaking seminars, and youth camps.

Education Programs (Educate)

The educational resource program serves to engage people (both youth and adults) through i2P on-line education resource modules, using blogs, video articles, and social networks for youth - using information gleaned from i2P expeditions.

Youth Inspiration (Inspire)

The Youth Inspiration program serves to inspire youth through Youth Expeditions, Youth Leadership Camps, Youth Adventures, learning & inspiration resources and i2P expeditions.

Youth Leadership Camps

The Youth Leadership Camps serve to educate and equip young leaders so that they are effective peer-to-peer ambassadors of social and environmental sustainability causes.

The program is carried out through seminars that provide mentoring, and instruction for young leaders concerned with issues of environmental and human sustainability (including those youth involved in i2P Youth Expeditions).

Adventure - Learning and Inspiration Resource

The Adventure - Learning and Inspiration Resource program serves to engage young people by inviting them to participate online through live websites, in the process creating a media presence that is inspiring, entertaining, and raises awareness of social and environmental issues in i2P adventure regions.

Youth Expeditions

An extension of our world class expeditions, Youth Expeditions serve to engage young people through active participation and involvement. This program enables youth to experience adventure travel to some of the World's most beautiful, inspiring, and fragile locations, as well as local community-based 'expedition' events. During these expeditions Youth Ambassadors will communicate with classrooms and students all over the world - sharing their experiences and inspiring their peers.

EDUCATE

INSPIRE

our programs cont.

i2P Expeditions

A series of first-ever expeditions featuring world-class athletes exploring socially and environmentally sensitive regions. These dramatic adventures are the platforms created to engage young people and classrooms of all ages by inviting them to participate online through live & interactive websites. In the process, creating a media presence that is inspiring, entertaining, and raises awareness of social and environmental issues in the adventure region.



Extraordinary Acts Program (Empower)

Extraordinary Acts serve to empower youth to work hard with dedication, through raising awareness and/or funds for initiatives that will make a difference. i2P assists youth ambassadors in effectively becoming agents of change, and being capable of performing 'extraordinary acts'.

EMPOWER



from impossible...



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Days to travel 1130km unassisted & unsupported to the geographic south pole, a new world record.

2

Possible.

history & 2008 in review

i2P History:

In 2007, Adventure Runner & i2P founder Ray Zahab, along with two others, made history by running 4500 miles across the entire Sahara Desert. As the runners made their way across Africa, they experienced first hand the profound clean water crisis devastating the region. After completing the journey, Ray decided to dedicate his future expeditions, adventures and life to making positive change in the world.

Shortly after, Ray co-founded i2P. The strength of i2P's mission, along with Ray's considerable passion and magnetism, has attracted a world-class team of business-people, film and entertainment professionals, athletes, and educators committed to launching and sustaining this amazing project.

the previous twelve months have been incredibly successful for impossible2Possible. Not only did we assemble an amazingly talented and motivated team and lay the foundation to do extraordinary things in the future, but we also completed multiple expeditions that served to inspire and educate people - young and old - all over the globe.

2008 Canada - ONEXONE

In 2008, i2P's first expedition was the Canada ONEXONE challenge. The seemingly impossible, logistically challenging adventure consisted of running 80K (50 miles) per day for 13 straight days in all of the Canadian Provinces and Territories. The expedition was conceived and designed to support and spread the message of the ONEXONE Foundation (pronounced "one by one") that "life belongs to everyone." We gauged our success on the number of youth we delivered that message to and our success was most clearly evident in the town of Saskatoon, where over 10,000 students came out to listen to our message, cheer, and participate in our adventure. The national media was captivated by the effort and covered it from start to finish, allowing us to achieve an incredible 31 Million media impressions. This coverage enabled thousands of youth all across Canada to tune in, follow along, and become inspired! We developed an interactive website (www.canadaonexone.com) so that people of all ages could get daily updates via video blogs, photos, maps to follow along, and much more!

South Pole Quest

Our premiere adventure of 2008 was created with the thought of reaching out, interacting, and involving youth from around the world in an epic "impossible" expedition. The adventure would be a high-speed trek across Antarctica, an attempt to set a world record and a historical first ever trek by snowshoe to the South Pole from Hercules Inlet! The message was multi-faceted with emphasis on sustainability, the history of Antarctic exploration, climate change, and of course achieving the impossible! The 2008 South Pole Quest website (www.southpolequest.com) was loaded with interaction for thousands of students following all across North America and around the world.

HISTORY

SPQ

history & 2008 in review cont.

On a daily basis, 3,000 students at 29 schools in Canada and the United States would download education modules in class. The students had the opportunity to ask questions of the expedition team and the team would answer the questions in the evening when they were recovering from the arduous daily trek. An extended group of thousands of youth world-wide participated by visiting the website daily. The quest was a total success with two world records and thousands of youth around the globe inspired to achieve the impossible!

SUCCESS



Not only did we complete the mission but, impossible2Possible and our sponsors received world wide media attention in the process. The South Pole Quest saw greater than a Billion impressions with coverage on CNN, BBC, Fox News, Discovery Channel, CBC National, the front page of Yahoo news, and over 250 newspapers from around the world! The finish photo from the South Pole was shown on the jumbotrons in Times Square and Las Vegas! Presently, the polar adventurers are visiting schools that were active participants in the expedition.

Other

2008 saw some incredible happenings for i2P and none was more remarkable than the creation of the Extraordinary Acts program. i2P Athletic Ambassadors were out in full force, with efforts such as Jen Segger's, who completed one of the most grueling ultra marathons on the planet. At 29 years of age she became the youngest person to ever start the fabled "Badwater" race that runs through Death Valley, CA. Youth Camps were also born in 2008 with an inaugural event in Ontario, Canada, with plans made for more camps in the future.



community support & sponsors

the community and partner support

received last year was incredible! It didn't matter if we were preparing for the South Pole or we were out running at 3:00 AM in the Canada ONEXONE, the people and partners were always there to support us. All of the organizations and individuals that joined us in our mission served as great assets throughout the year. We want to thank everyone that was there to help us inspire the next generation.



SUPPORT

2008 was the inaugural year for i2P and we relied on corporate sponsors to help us achieve our goals. The i2P elite expeditions are paid for by sponsors and donors that wish to support specific events and want to help us deliver an inspiring message. Starting with the Canada ONEXONE straight through to the South Pole Quest, corporate sponsors believed in our mission and stood by us with support. With sponsors like Rogers, Gatorade, Crocs, Air Canada, Jeep, and a list of others we were able to enact the platform for our education programs and reach thousands of youth around the world.

To each and every sponsor we would like to give a tremendous thank you and hope that you stay on board for future adventures that inspire and educate!



2008 Contributing Sponsors

- Bluesky Strategy Group.
- Nathan Sports.
- Outdoor Research.
- Energy Procurement & Observation.
- Bushtukah.
- Canada Goose Arctic Program.
- Iridium.
- Speakers' Spotlight.
- Les Fougères.
- Arctic Watch Wilderness Lodge.
- Terrafitness.
- GV Snowshoes.
- EPMartin.
- Alexander Battery.
- Helsport.
- Kahtoola.
- Canadian Construction Association.
- Karbon.
- Headsweats.
- Solio.
- 7 Systems.
- Solara.

111

Days to travel 7500km across the Sahara desert from Senegal to Egypt.



The water crisis in Africa was so much worse than we'd ever imagined...

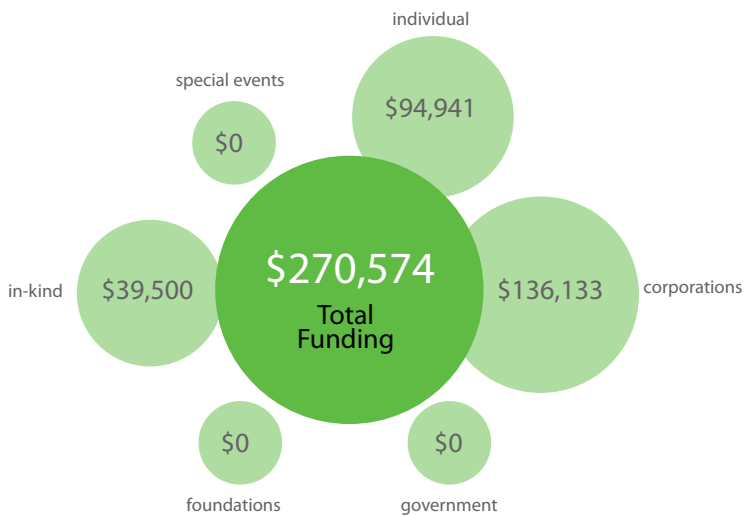
...we said from that day forward we would do something about it.

- Ray Zahab,
Charlie Engle
& Kevin Lin.

funding by source & expenses

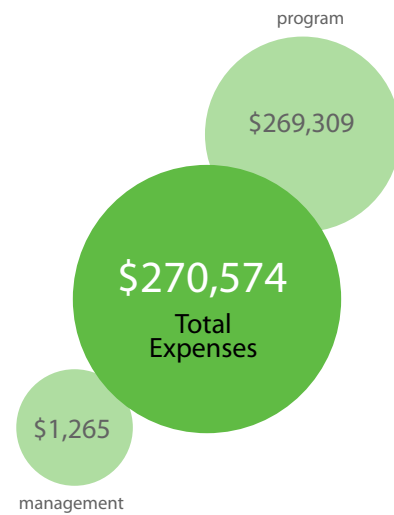
Funding by Source 2008

i2P receives funding from a variety of public and private sources. Much of its funding comes from generous donations from corporations and individuals. The chart below shows a breakdown of funding sources for 2008.



Program Expenses vs. Management Expenses 2008

Of i2P's total expenses, approximately 99.5% went to fund programs, and 0.5% was devoted to management expenses and administrative costs.



INVEST





31 Million

Media impressions from the
Canada OneXOne Challenge.

1.5 Billion

Media impressions from the
South Pole Quest expedition.

It has been said that our
lives are measured by the
footprints that we leave
behind....

...by the **courses** that
we chart...

...the examples
for others to **follow**.

- Matt Damon
(Running the Sahara)



get involved

your help and donations are truly

needed and appreciated. We need your donations to ensure that we never have to cancel a camp or expedition because of a lack of resources. If you would like to get involved by either donating gear for an upcoming camp or expedition, funds for our youth programs, or your time as a volunteer, please visit our website or drop us a card in the mail.

Inquiries: info@impossible2possible.com

Web address: www.impossible2possible.com

Mailing address: impossible2Possible
9706 Maple Street
Bellflower, CA
United States 90706

ACTION

looking ahead

Once the 2009 Baffin Island, Akshayuk Pass Youth Expedition is complete we will return and share the tales and images of our adventure with the schools that participated in our Educational Resource program. The Akshayuk Pass is the first in a series of four expeditions where we will take young people to the farthest reaches of the planet. During these adventures our Youth Ambassadors will truly surpass their perceived limitations and help us spread the message that we all have the power to do what we set our minds to. All expeditions will be accompanied by an interactive website and an Educational Resource program that focuses on the region in which we are traveling.

Youth Expeditions are not the only thing i2P hopes to achieve in 2009 and 2010. We will host a Youth Camp in the San Bernadino Mountains in Southern California where youth will experience a weekend of adventure, leadership seminars, peer-to-peer discussions focusing on social and environmental issues, and much more!

The fastest growing program i2P has is our 'Extraordinary Acts'. We have a goal of getting more than 1,000,000 youth involved with making positive change, and the new schools and individuals coming on board almost daily is sure to not only help us meet our goal but, more importantly, have a positive impact in communities around the world.

Numerous agents of change have embraced the i2P ideal and are doing extraordinary things all across the globe. In 2009 we will introduce these people to you, as part of a regular feature in our monthly updates. Of course, a few hundred words would never do these amazing people justice, making them 'impossible2Profile'.

i2P impossible2
PROFILE

thank you

Hey everyone,

As founder of impossible2Possible I wanted to give a special thank you to everyone that helped us make our first year such a special one! We could not have achieved so much without so many helping hands. Bob and I are very fortunate to have the support from not only the business and education communities but also our friends and family. We really could not do what we do if it wasn't for the love and support we receive from all of them, especially our wives Kathy and Jennifer!

Our passion is inspiring young people to make a positive difference in the world and we know that it takes hard work to make it all happen. We are ready for the challenge and we hope you join us on the adventure!

A sincere thank you!

Ray Zahab
i2P Founder & Expeditions Director



impossible2Possible

INSPIRE. EDUCATE. EMPOWER



INSPIRE



EDUCATE

EMPOWER



Even the smallest act can be extraordinary.

i2P
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